

From: jim@jimeflynn.com [mailto:jim@jimeflynn.com]
Sent: Friday, October 28, 2005 9:42 PM
To: ATR-Real Estate Workshop
Subject: Real Estate .. IS Competitive ...!!

After having spent 35 years in Sales and Marketing with General Mills I took early retirement and for the past ten years have been selling Real Estate here in Orange County California.

Competing against Proctor and Gamble, Pillsbury (then.. now they are part of General Mills) Kellogg's, Post and Quaker Oats was very stiff competition.

Comparing the competition in the Food industry with the Real Estate business here in So. California I can definitely say.. that the 60 ,70 and 80 hour work weeks spent the last few years of my GMI career were definitely good training/honing for the Real Estate business here in So. Calif.

My wife of ten years has said on many occasions that she had no idea that a Successful Realtor had to work so many hours and had so much follow-thru, details .Unfortunately, there are many unethical, Realtors, many part time Realtors and few who make a decent living. I am a Centurion.. @ Century 21 Beachside rank in the top 2 Percent in the Nation.. I have a full-time partner.. who is a "Realtor Broker, Transaction Coordinator" who holds a Realtors license and part time helpers in some of our "Farms" that hand deliver our monthly newsletters.. the bulk of which are mailed. (Nearly 3,000 a month- along with supplemental postcards)

Realtors, do not get paid until the transaction is over, often 60 or 90 days after first beginning with a client. All expenses are "UP-Front" .. higher gas prices, acceptable car prices, advertising prices E&O.>. errors and omission Insurance...AND.. a floodgate of part-time Realtors has caused commissions to drop from 3 percent to one and a half, two and two and a half.

Competition is perhaps the toughest in the Nation here in So. Ca. ...(we have done some transactions in Arizona .& Colorado and have a comparison.)

Have office phone will discuss.
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